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2. (Thrice Amended) A program-guide-display controlling apparatus comprising:
means for displaying a plurality of program guides on a display unit in a matrix form
by using one of the ordinate and the abscissa as a channel number axis and another one
as a time axis; and

means for distinguishing a time period in which a purchased program is present
from a time period in which the purchased program is not present.

3. (Thrice Amended) A program-guide-display controlling apparatus comprising:
means for displaying a plurality of program guides on a display unit in a matrix form
by using one of the ordinate and the abscissa as a channel number axis and another one
as a time axis, and

means for distinguishing a time period in which a purchased program is present
from a time period in which the purchased program is not present

wherein the means for distinguishing includes a means for displaying in different
colors a program guide belonging to a time period in which a purchased program is present
and a time period in which the purchased program is not present among program guides
displayed on said display unit.

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4. (Amended) A program-guide-display controlling apparatus for displaying
some program guides of all program guides on a display unit in a matrix form by using one
of the ordinate and the abscissa as a channel number axis and another one as a time axis,
comprising:

means for displaying such that, if a program guide concerning a program which has
been purchased is included in each of the program guides displayed on said display unit,
that program guide can be discriminated from a program guide concerning a program
which has not been purchased;

means for distinguishing a time period in which a purchased program is present
from a time period in which the purchased program is not present; and

means for displaying a mark indicating a direction of the channel axis and a direction
in which a channel of a purchased program is present in a region corresponding to said
time period in a display region of said display unit if a time period in which a purchased

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program is present is included in the time period of a program guide displayed on said display unit, and the purchased program guide is not displayed on said display unit.

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5. (Thrice Amended) A program-guide-display controlling apparatus comprising:
means for displaying a plurality of items of program guide information on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis; and

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means for distinguishing a time period in which a purchased program is present from a time period in which the purchased program is not present, wherein the distinguishing means comprises a means for displaying a bar if the time period in which a purchased program is present is included in the time period of a program guide displayed on said display unit, said bar being displayed in a region proximate said time period in a display region of said display unit.

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6. (Amended) A program-guide-display controlling apparatus for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as a time axis comprising:
setting means for allowing an arbitrary time period to be set by a user; and
means for distinguishing the arbitrary time period from other time periods.

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11. (Twice Amended) A television receiver comprising a program-guide display controlling apparatus:

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means for displaying a plurality of program guides on a display unit in a matrix form by using one of the ordinate and the abscissa as a channel number axis and another one as time axis, and

means for distinguishing between a time period in which a purchased program is present from a time period in which the purchased program is not present.